Workshop | Promoting Gender Equality in R&I Projects to Drive the Mediterranean’s Green Transition

6th June | 9h30 CET | Online event

SWITCHtoHEALTHY Project
Case Study
Simona Mincione

Presented by
Organized by

3-11 June 2023
#EUGreenWeek
PARTNER EVENT
SWITCHtoHEALTHY Project Case Study

- Short bio
- Project ID
- Gender dimension in SWITCHtoHEALTHY
- Conclusions
- Contacts
Short bio

EU Senior Project Manager at ENCO s.r.l.
9+ year of experience as Project Manager in R&D

MA in Political Science and International Relations

Project Coordinator of SWITCHtoHEALTHY project (PRIMA)
PI and IPR & Exploitation Manager of SHEALTHY project (H2020)
PI and IPR & Exploitation Manager of SUREFISH project (PRIMA)
Coordination of H2020, HEU & PRIMA proposal writing
(RIAs, IAs, CSAs)
Project ID

2,8 M€  
PRIMA Contribution

36 Months

Innovation Action

8 Countries

18 Partners

Section 1 Agro-food  
Topic 1.3.1
Project ID
Gender dimension

SWITCHtoHEALTHY project to generate a dietary behaviour change by and implementing a multicentric and multi-social family-based nutritional intervention across 360 families in 3 Mediterranean countries. This demonstrates the role of the family in promoting a sustainable change towards enhancing the adherence to the Mediterranean dietary pattern of the family members through a combination of sustainable plant-based snacks with digital tools and reinforce with targeted educational material.
Gender dimension

SWITCHtoHEALTHY project stresses the vital role of families with particular emphasis on women for transmitting knowledge of the Mediterranean diet in structuring children's early experiences with food and eating and how a holistic family approach can lead to more solid food literacy foundations and improve dietary profiles for all members.
Gender dimension

Gender-based differences in target population
Needs, motivations, and differences of females/males all along the project both at industry and consumer/family level.
Influence in the parents and adolescents’ food consumption and lifestyle.
Gender dimension

Gender-conscious intervention study: when we recruit families for the interventions, we will consider the gender aspect (selecting a balanced representative sample of boys and girls)
Gender dimension

Gender-based differences in digital/gaming-based solutions and in the empowerment activities and different behaviour: this affects how males and females engage with such tools and the educational material.
Conclusions

Gender equality
Gender-sensitive R&D by acknowledging gender in every aspect of the project
Planning → Development → Outcome
Contacts

Get my contacts!